

The Economic Impact of Expenditures By Travelers On Minnesota

June 2007 – May 2008

Prepared for:

Explore Minnesota Tourism
State of Minnesota



UNIVERSITY OF MINNESOTA



and

**Minnesota Arrowhead Association
Minnesota Heartland Tourism Association
Southern Minnesota Tourism Association
Metro Tourism Committee**

Prepared by:

Davidson-Peterson Associates
A Division of Digital Research, Inc.
201 Lafayette Center
Kennebunk, ME 04043



Table of Contents

1.0 Introduction	4
2.0 Executive Summary.....	5
2.1 Introduction	5
2.2 The Findings	6
2.3 Minnesota Traveler Expenditures and Economic Impact Highlights.....	8
2.4 Minnesota Lodging and Campground Industry Highlights	9
3.0 Estimates of Traveler Expenditures in Minnesota.....	10
3.1 Summary	10
3.2 Overall Expenditures.....	10
3.3 Estimated Traveler Expenditures By Accommodation Type	10
3.4 Estimated Traveler Expenditures By Category of Expenditure	12
3.5 Estimated Traveler Expenditures By Season	13
3.6 Estimated Traveler Expenditures By Region.....	14
4.0 The Impact of Traveler Expenditures on Minnesota	15
4.1 Summary	15
4.2 Direct and Total Impact: An Explanation	15
4.3 Impact on Jobs for Minnesotans.....	16
4.4 Impact on Wages, Salaries and Proprietary Income for Minnesotans	17
4.5 Impact on State and Local Government Revenues	18
5.0 The Minnesota Lodging and Campground Industry	19
5.1 Summary	19
5.2 Hotel/Motel/B&B Inventory	19
5.3 Hotel/Motel/B&B Room Rates and Occupancy.....	20
5.4 Hotel/Motel/B&B Guest Party Size and Length of Stay.....	21
5.5 Hotel/Motel/B&B Guest Trip Purpose and Origin	22
5.6 Resort Inventory	23
5.7 Resort Unit Rates and Occupancy.....	23
5.8 Resort Guest Party Size and Length of Stay.....	24
5.9 Resort Guest Trip Purpose and Origin	25
5.10 Campground Inventory	26
5.11 Campground Site Rates and Occupancy	26
5.12 Campground Guest Party Size and Length of Stay	27
5.13 Campground Guest Origin	28
6.0 Travel Volume in Minnesota	29
 Appendix A: Procedures	 30
Appendix B: Supporting Tables	37
Appendix C: Minnesota Tourism Regions	45
Appendix D: Survey Instruments	48

Figures and Tables

Figures:

Figure 3.3: Estimated Minnesota Traveler Expenditures By Accommodation Type	11
Figure 3.4: Estimated Minnesota Traveler Expenditures By Category of Expenditure	12
Figure 3.5: Estimated Traveler Expenditures By Season	13
Figure 3.6: Estimated Traveler Expenditures By Region	14
Figure 4.3: Resident Employment Impact of Traveler Expenditures	16
Figure 4.4: Resident Income Impact of Estimated Traveler Expenditures	17
Figure 4.5: Impact of Traveler Expenditures on State and Local Government Revenues	18
Figure 6.0: Minnesota Person-Visits	29

Tables:

Table 2.3: Minnesota Traveler Expenditures and Economic Impact Highlights	8
Table 2.4: Minnesota Lodging and Campground Industry Highlights	9
Table 5.3: Room Rates and Occupancy by Season (Hotels/Motels/ B&Bs)	20
Table 5.4: Management's Estimate: Average Guest Party Size and Length of Stay by Season (Hotels/Motels/B&Bs)	21
Table 5.5: Management's Estimate: Trip Purpose and Guest Origin by Season (Hotels/Motels/B&Bs)	22
Table 5.7: Unit Rates and Occupancy by Season (Resorts)	23
Table 5.8: Management's Estimate: Average Guest Party Size and Length of Stay by Season (Resorts)	24
Table 5.9: Management's Estimate: Trip Purpose and Guest Origin by Season (Resorts)	25
Table 5.11: Site Rates and Occupancy by Season (Campgrounds)	26
Table 5.12: Management's Estimate: Average Guest Party Size and Length of Stay by Season (Campgrounds)	27
Table 5.13: Management's Estimate: Guest Origin by Season (Campgrounds)	28

1.0 Introduction

This is the second report of the Economic Impact of Traveler Expenditures on Minnesota prepared by *Davidson-Peterson Associates*. This report covers traveler expenditures made in Minnesota during the 12-month period from June 2007 through May 2008. A similar 12-month study was conducted for the same period in 2005-2006.

The purpose of this study is to measure the economic benefits Minnesota residents and governments derive from the dollars spent by travelers in the state.

These economic benefits include:

- **Total expenditures** made by travelers;
- Number of **full-time equivalent jobs** supported by these expenditures;
- **Wages, salaries and proprietary income** earned by area residents as a result of these expenditures; and
- **State and local government revenues** generated by traveler expenditures.

The economic impact estimates in this report may be used to document the importance of tourism as a key segment of Minnesota's economy; to underscore the need to continue to support the expenditure of time, effort and dollars to promote tourism growth; and to track the results of Minnesota's tourism marketing efforts.

Please refer to the Appendix for a description of the procedures used in executing this study and for definitions of the terms used.

2.0 Executive Summary

2.1 Introduction

Davidson-Peterson Associates was hired to conduct a year-long study which was a joint project with Explore Minnesota Tourism, the University of Minnesota Tourism Center^{*} and the Minnesota Arrowhead, Minnesota Heartland and Southern Minnesota Tourism Associations and the Metro Tourism Committee. Davidson-Peterson Associates was commissioned to conduct a “bottom up” analysis of traveler expenditures in Minnesota and their impact on the economy of the state during the period June 2007 through May 2008. (See Appendix A, Sections A through C for details on the “bottom-up” approach.)

The economic impact analysis for June 2007 through May 2008 is based on the following surveys:

- Telephone interviews with a random sample of accommodations managers in Minnesota upon conclusion of each season. A total of 2,044 interviews were completed statewide.
- Self-administered questionnaires completed by 2,023 Minnesota travelers statewide who were either staying overnight or had traveled at least 50 miles from home on a day trip. These questionnaires were completed during each of the four seasons and in each of the four regions. Please refer to Appendix A: Procedures (Section D.5) for more detailed information on the sampling approach.
- A total of 1,000 telephone interviews conducted with a probability sample of Minnesota households equally divided among the four seasons.

^{*} The University of Minnesota Tourism Center is a collaboration of the College of Food, Agricultural and Natural Resource Sciences and the University of Minnesota Extension Service.

Total estimated traveler expenditures by category of expense were provided to Dr. William Shaffer of Georgia Tech to develop an input-output model based on the Minnesota economy. The input-output model estimated the number of full-time equivalent jobs, wages/salaries/proprietary income, and state and local government revenues supported by traveler expenditures.

2.2 The Findings

In total, travelers in Minnesota spent \$12.121 billion in the state. Half of the state's traveler expenditures were spent by travelers staying overnight in hotels/motels/B&Bs. Half of the state's traveler expenditures were spent in the Metro Region and more than a third of total traveler expenditures were spent in the summer season.

The \$12.121 billion spent in Minnesota from June 2007 through May 2008 supported 271,500 full-time-equivalent jobs, \$6.7 billion in resident income (wages, salaries and proprietary income), \$1.5 billion in state government revenues and \$0.5 billion in local government revenues.

Minnesota received 39 million person-visits during the period June 2007 through May 2008. Some 9.2 million person-visits were by travelers on day trips and the balance were made by travelers staying overnight in Minnesota (29.9 million). One-third of all visits were by travelers staying in hotels/motels/B&Bs (31%) with slightly more by those staying with friends and relatives (35%). Campgrounds (6%) and resorts (4%) accommodated the balance.

Some 1,043 hotels/motels/B&Bs with 62,833 rooms offered 22.4 million room-nights and sold 14.3 million during the period June 2007 through May 2008. As noted, travelers staying in these rooms made the largest contribution to the traveler expenditures in Minnesota.

A total of 890 resorts with 11,484 units made 3.1 million unit-nights available and sold 1.6 million of them during the 12-month period.

A total of 670 campgrounds on both public and private lands have 30,025 sites, making those sites available for 5.76 million site-nights and selling 2.0 million.

Those numbers led to occupancy rates of 64% for hotels/motels, 51% for resorts and 35% for campgrounds.

According to managers' estimates, more than half of the guests who stayed in Minnesota properties were Minnesota residents – 51% in hotels; 69% in campgrounds and 76% in resorts.

Managers estimated that hotel/motel/B&B guests came on average in parties of two and stayed two nights; resort guests came in parties of three or four and stayed three nights, and campers came in parties of three and stayed two or three nights.

The table on the following page summarizes the industry highlights for the period June 2007 through May 2008.

2.3 Minnesota Traveler Expenditures and Economic Impact Highlights

Table 2.3
Minnesota Traveler Expenditures and Economic Impact Highlights
 June 2007 through May 2008

	June 2007- May 2008
Estimated Traveler Expenditures	\$12.121 billion
Estimated Economic Impact:	
Total full-time job equivalents supported	271,500
Total resident income	\$6.470 billion
Total government revenues generated:	
State	\$1.531 billion
Local	\$0.497 billion

2.4 Minnesota Lodging and Campground Industry Highlights

Table 2.4

Minnesota Lodging and Campground Industry Highlights

June 2007 through May 2008

	<u>Hotels/Motels/ B&Bs</u>	<u>Resorts</u>	<u>Campgrounds</u>
Number of properties	1,043	890	670
Number of rooms/units/sites	62,833	11,484	30,025
Total available room-nights/unit-nights/site-nights (millions)	22.38	3.06	5.76
Total occupied room-nights/unit nights/ site-nights (millions)	14.32	1.56	2.03
Average occupancy rate	64%	51%	35%
Average daily room rate	\$101.90	--	--
Average unit rate	--	\$147.97	--
Average site rate	--	--	\$23.99
MANAGEMENT'S ESTIMATES:			
Average party size	1.75	3.54	2.98
Average length of stay	2.39	3.19	2.45
Guest Origin			
<u>Out of State</u>	<u>49%</u>	<u>24%</u>	<u>31%</u>
U.S.	40%	20%	26%
Canada	6%	3%	4%
Other foreign	3%	1%	*
Minnesota	51%	76%	69%
Trip Purpose¹			
Pleasure	38%	86%	N/A
Business	42%	7%	N/A
Meeting/convention	20%	7%	N/A

Note: Length of stay as noted throughout this document represents the average number of nights spent in a single property. It does not necessarily reflect the total number of nights spent in Minnesota. Columns of figures may not add to totals shown due to rounding.

* Less than 0.5%

¹ These statistics not collected for campers

3.0 Estimates of Traveler Expenditures in Minnesota

3.1 Summary

Travelers to Minnesota during the period of June 2007 through May 2008 spent \$12.121 billion in the state.

- Half of those dollars were spent by travelers staying at hotels/motels/B&Bs.
- Food, shopping and recreation combined account for three quarters of all the dollars spent by travelers.
- Half the dollars were spent by those who stayed in the Metro Region and more than a third were spent during the summer.

3.2 Overall Expenditures

Minnesota travelers spent an estimated total of **\$12.121 billion** in the period June 2007 through May 2008.

3.3 Estimated Traveler Expenditures By Accommodation Type

More than half of the total estimated traveler expenditures, \$6.16 billion (51%), were spent by travelers staying overnight in Minnesota at hotels/motels/B&Bs.

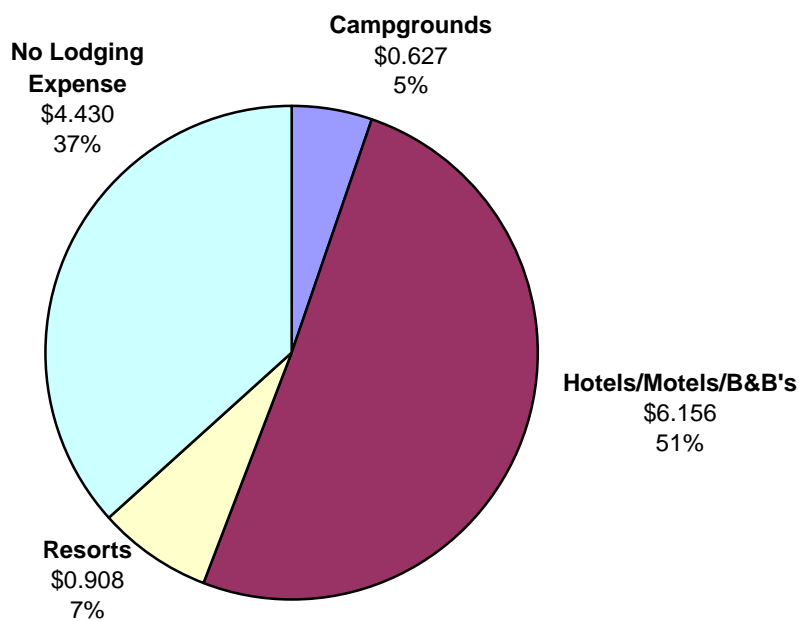
Those staying in resorts in Minnesota spent \$907.79 million (7%), and those camping spent \$627.09 million (5%).

Travelers with no lodging expenses spent \$4.43 billion, or 37% of Minnesota's traveler expenditures.

- Travelers who stayed at the homes of family and/or friends spent \$4.12 billion (34%) while visiting Minnesota.
- Those visiting just for the day or passing through Minnesota spent \$315.14 million (3%).

Figure 3.3

Estimated Minnesota Traveler Expenditures
By Accommodation Type
June 2007 – May 2008
(\$ Billions)



Total: \$12.121 Billion

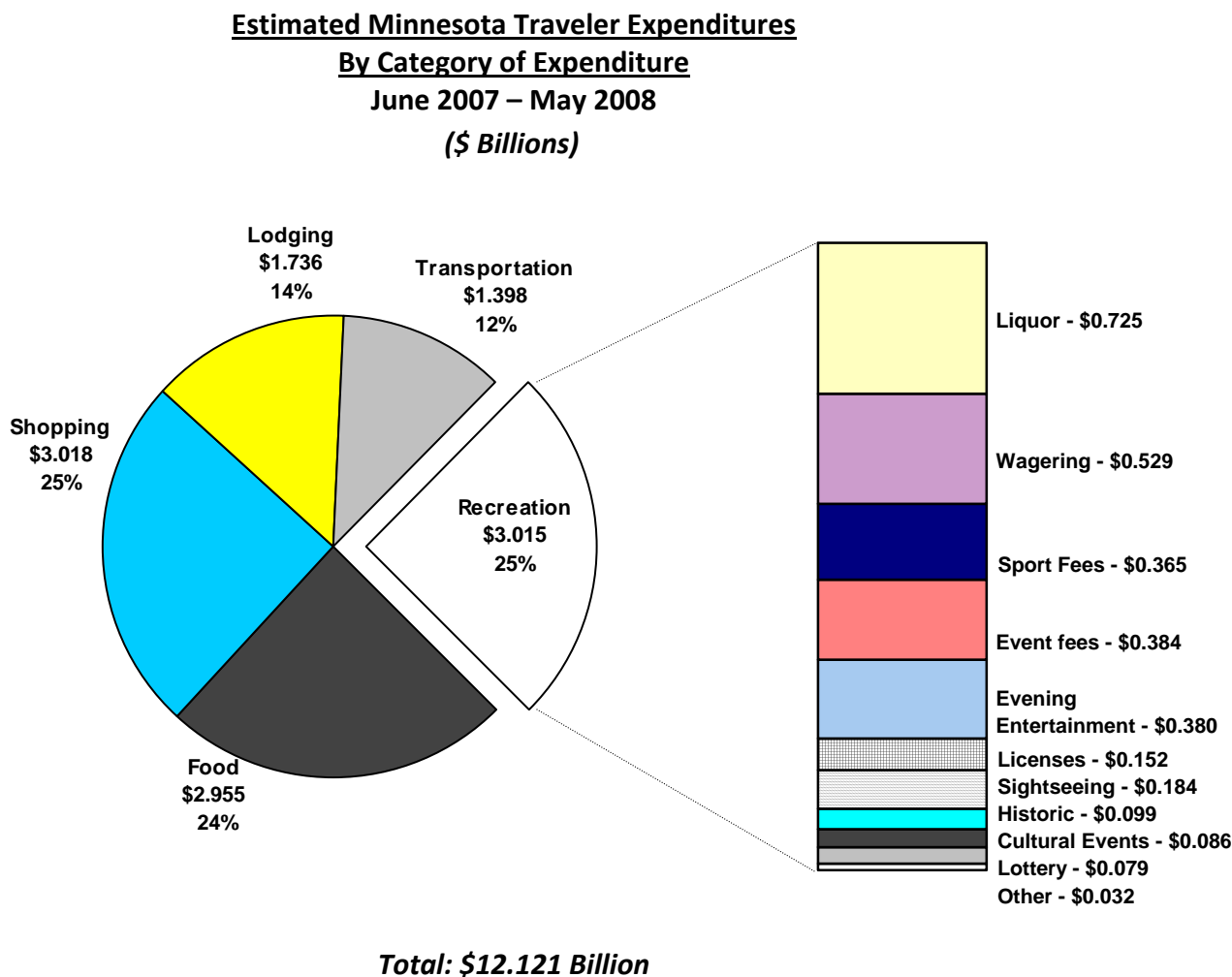
3.4 Estimated Traveler Expenditures By Category of Expenditure

Shopping (25%), recreation (25%) and food (24%) each accounted for about one-quarter of traveler expenditures.

Lodging expenses represented 14% of the total estimated traveler expenditures (\$1.74 billion).

Twelve percent of Minnesota traveler expenditures (\$1.398 billion) were spent on transportation.

Figure 3.4

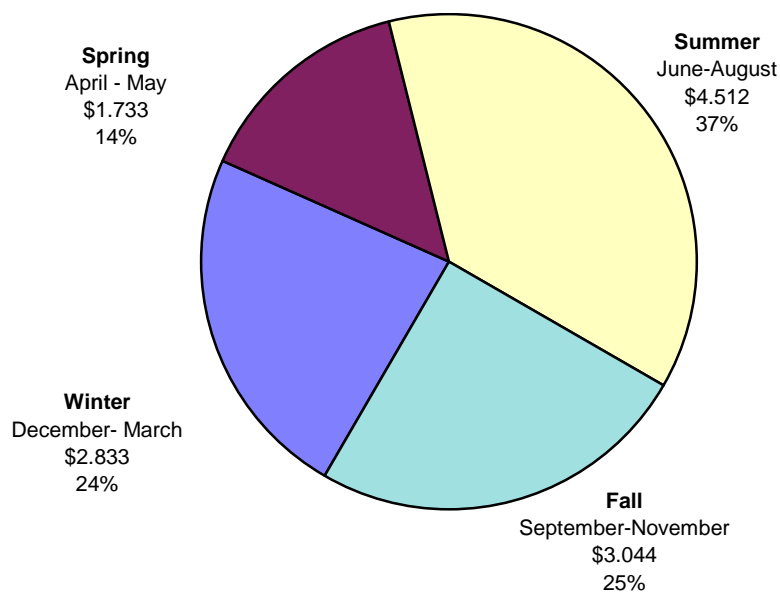


3.5 Estimated Traveler Expenditures By Season

Travelers spent \$4.51 billion, or 37% of all traveler expenditures in the summer season (June through August). They spent \$3.04 billion, or 25% of all traveler expenditures, in the fall season (September through November) and \$2.83 billion, or 24% of total traveler expenditures, in the winter season (December through March). Finally, travelers spent \$1.73 billion, or 14% of all traveler expenditures in the spring season (April through May).

Figure 3.5

Estimated Traveler Expenditures
By Season
June 2007 – May 2008
(\$ Billions)



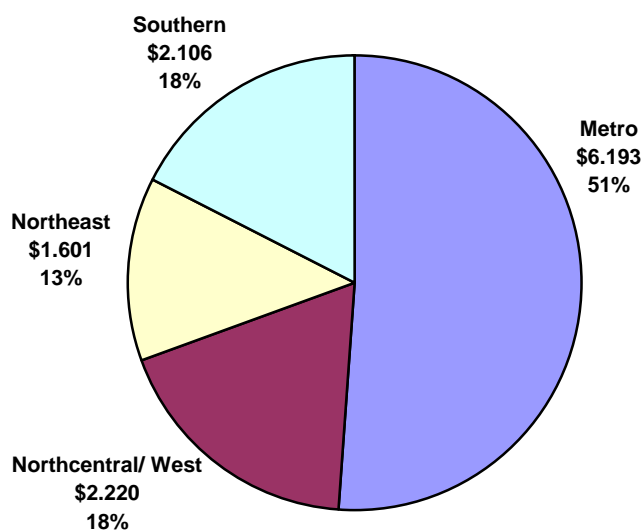
Total: \$12.121 Billion

3.6 Estimated Traveler Expenditures By Region

Half of all traveler expenditures in Minnesota during the period June 2007 through May 2008 were made by those staying in the Metro Region (\$6.19 billion or 51%). The Northcentral/West and the South each collected fewer than half as many traveler dollars (\$2.22 billion or 18% and \$2.11 billion or 18% respectively) while the Northeast received \$1.60 billion (13%).

Figure 3.6

Estimated Traveler Expenditures
By Region
June 2007 – May 2008
(\$ Billions)



Total: \$12.121 Billion

4.0 The Impact of Traveler Expenditures On Minnesota

4.1 Summary

The estimated expenditures by travelers in Minnesota during the period June 2007 through May 2008 supported 271,500 full-time-equivalent jobs and provided residents with wages, salaries and proprietary income of \$6.74 billion. Traveler expenditures also generated \$1.5 billion in state government revenues and \$0.5 billion in local government revenues.

4.2 Direct and Total Impact: An Explanation

In the text and figures which follow to describe the impact of traveler expenditures on Minnesota, both direct and total impacts are mentioned.

- **Direct** impacts are those economic benefits due directly to the traveler expenditures. For example, when traveler expenditures pay the salary and benefits for a hotel desk clerk, that amount would be considered in the direct impact for both jobs and wages.
- **Total** impacts include all of the direct impacts but also include the estimated indirect impacts. Indirect impacts are the additional jobs and wages supported during additional rounds of spending. For example, the front desk clerk pays income tax and property tax which are an indirect result of tourist expenditures. The front desk clerk also pays her utility bills, buys food for her family, shops for gifts, etc. Those dollars create the indirect impact of the initial traveler expenditures through many additional rounds of spending in the economy.

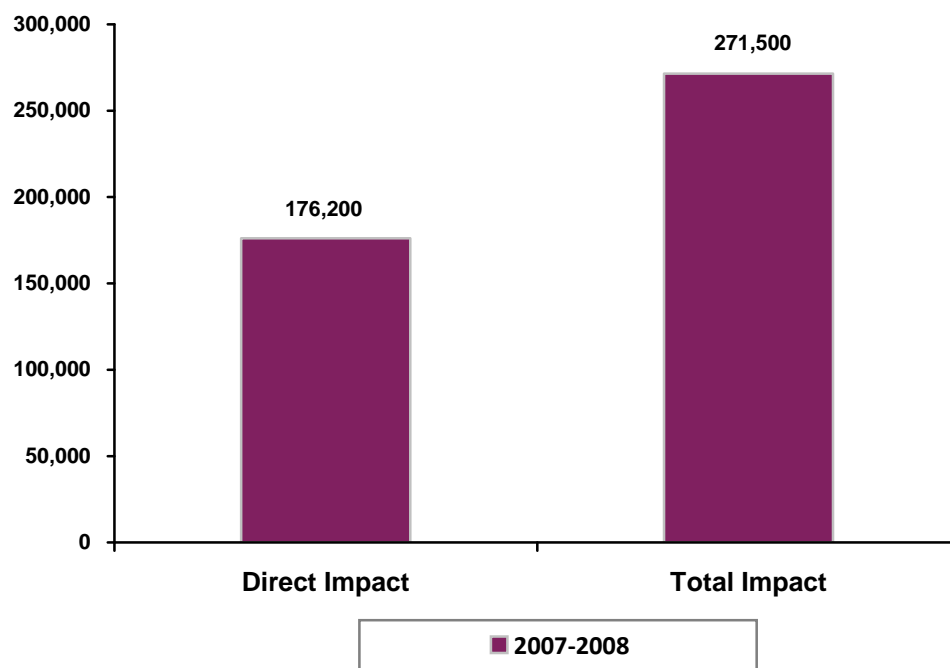
As noted, this report includes direct and total impacts which include both direct and indirect impacts.

4.3 Impact on Jobs for Minnesotans

During the period June 2007 through May 2008, traveler expenditures in Minnesota supported 271,500 full-time equivalent jobs in **total**. About two-thirds of these jobs (65%) were **directly** supported by total estimated traveler expenditures in Minnesota (176,200).

Figure 4.3

Resident Employment Impact of Traveler Expenditures
June 2007 – May 2008

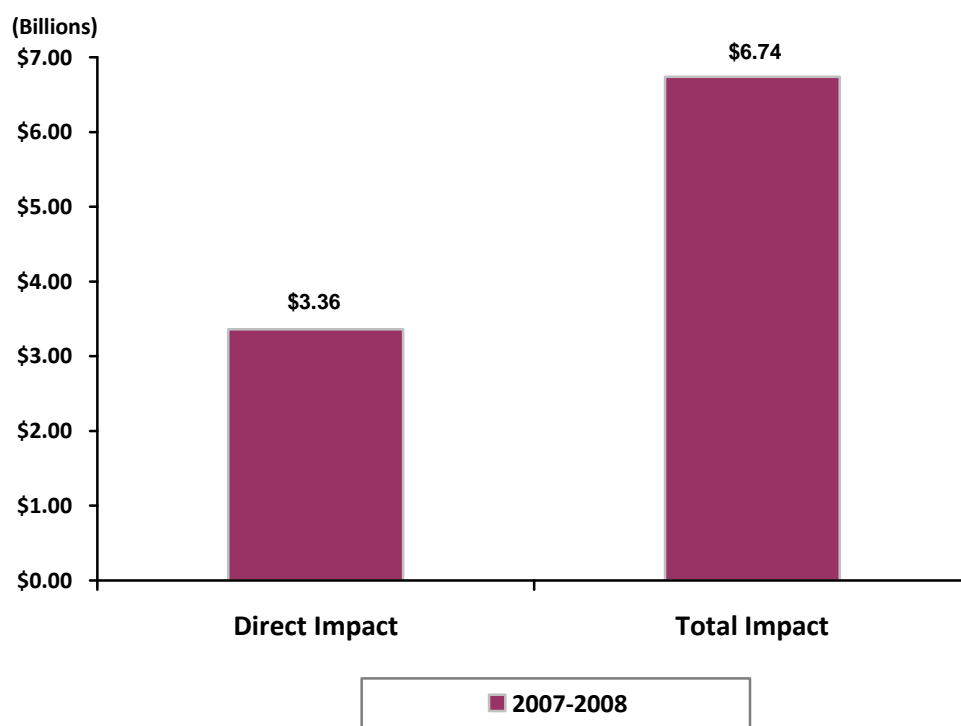


4.4 Impact on Wages, Salaries and Proprietary Income for Minnesotans

Traveler expenditures in Minnesota during the period June 2007 through May 2008 generated \$6.74 billion in resident wages and proprietary income in **total**. Half of this resident income was **directly** generated by traveler expenditures (\$3.36 billion or 50%).

Figure 4.4

Resident Income Impact of Estimated Traveler Expenditures
June 2007 – May 2008



4.5 Impact on State and Local Government Revenues

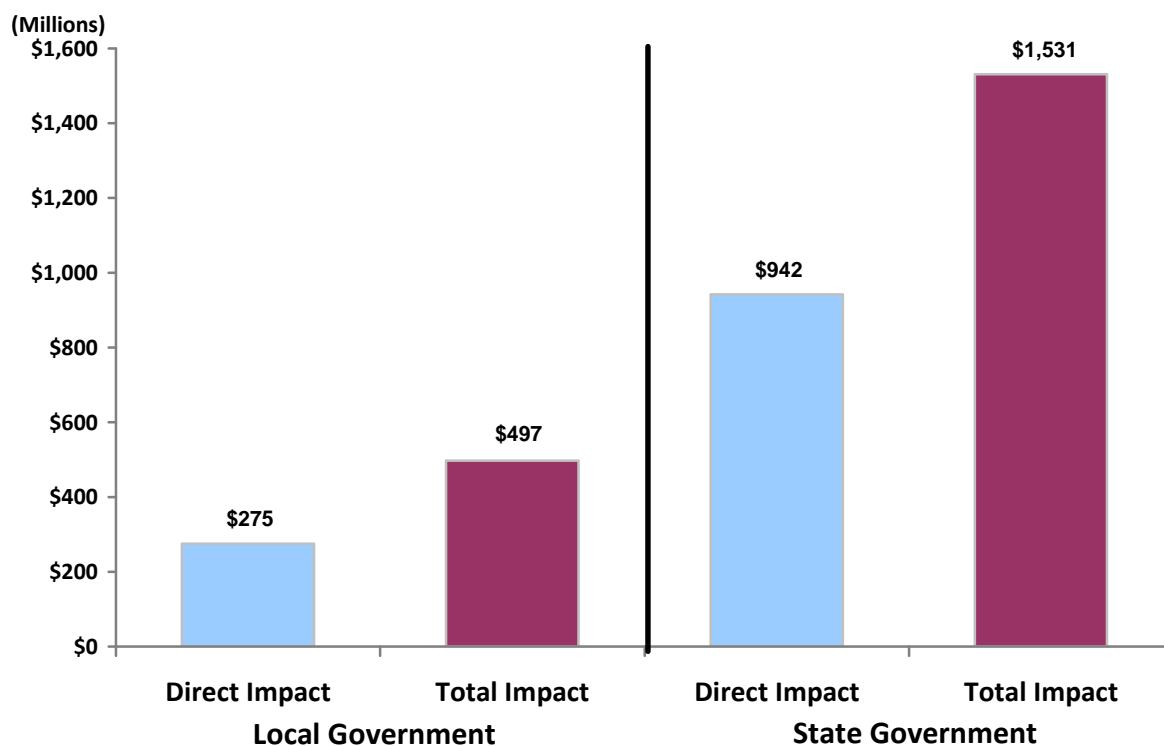
Traveler expenditures in Minnesota led to the receipt of \$1.531 billion in state government revenues and \$497 million in local government revenues in **total** during the period June 2007 through May 2008.

During the period June 2007 through May 2008 the state government collected \$942 million and local governments collected \$275 million that were **directly** attributable to traveler expenditures.

Figure 4.5

Impact of Traveler Expenditures on State and Local Government Revenues

June 2007 – May 2008



5.0 The Minnesota Lodging and Campground Industry

5.1 Summary

For *hotels/motels/B&Bs*, about two-thirds of the available room-nights were sold at an average rate of \$100. Travelers typically traveled as parties of one or two and stayed two nights. One-third of travelers were on pleasure trips, about half on business trips, and one-fifth traveling to meetings or conventions with half the rooms booked by Minnesotans and about half by out-of-state travelers.

Resort unit rates were higher (\$150 per night average) than hotels/motels/B&Bs. The party size among resort guests was likely to be three or four and they stayed three nights. About half the resort units nights offered were rented. Three-quarters of resort guests were Minnesota residents.

Campground sites were rented at \$24 per night on average with an occupancy rate of 35% (with a high of 55% in summer and low of 2% in winter). Campers traveled in parties of three and stayed an average of two or three nights. Two out of three campers were Minnesota residents.

5.2 Hotel/Motel/B&B Inventory

During June 2007 through May 2008, 1,043 properties with 62,833 rooms made 22 million room-nights available to the public and sold 14.3 million of those room-nights to travelers staying fewer than 30 nights for an average occupancy of 64%.

5.3 Hotel/Motel/B&B Room Rates and Occupancy

The overall average daily room rate at Minnesota hotels/motels/B&Bs was \$101.90 during June 2007 through May 2008. The average occupancy rate was 64%.

Table 5.3
Room Rates and Occupancy by Season
(Hotels/Motels/ B&Bs)

	June 2007- May 2008 <u>TOTAL</u>	June- August <u>2007</u>	September- November <u>2007</u>	December 2007- March <u>2008</u>	April-May <u>2008</u>
Average daily room rates*	\$101.90	\$105.23	\$102.25	\$98.81	\$103.48
Average occupancy*	64%	76%	67%	55%	59%
Total available room-nights (in millions)	22.38	5.62	5.60	7.41	3.74
Total occupied room-nights (in millions)	14.32	4.26	3.73	4.11	2.22

*The bases for these statistics are weighted by the number of rooms that are open in each season. Yearly averages are weighted by season.

Note: Average occupancy is calculated by taking total occupied room-nights as a percentage of total available room-nights, excluding from both figures any rooms rented for 30 nights or more.

5.4 Hotel/Motel/B&B Guest Party Size and Length of Stay

Hotel/motel/B&B property managers reported that their guests typically traveled in parties of one or two and stayed an average of two nights.

Table 5.4

Management's Estimate:
Average Guest Party Size and Length of Stay by Season
(Hotels/Motels/B&Bs)

	June 2007- May 2008 <u>TOTAL</u>	June- August <u>2007</u>	September- November <u>2007</u>	December 2007- March <u>2008</u>	April-May <u>2008</u>
Average party size*	1.75	1.89	1.73	1.67	1.76
Average length of stay*	2.39	2.41	2.49	2.36	2.29

*The bases for these statistics are weighted by the number of rooms that are open in each season. Yearly averages are weighted by season.

5.5 Hotel/Motel/B&B Guest Trip Purpose and Origin

Hotel/motel/B&B property managers reported that more than half of their guests were traveling either for business (42%) or to attend meetings and conventions (20%). The remaining guests were traveling for pleasure (38%).

Managers reported that half of their guests were Minnesota residents (51%).

Table 5.5

**Management's Estimate:
Trip Purpose and Guest Origin by Season
(Hotels/Motels/B&Bs)**

	June 2007- May 2008 <u>TOTAL</u>	June- August <u>2007</u>	September- November <u>2007</u>	December 2007- March <u>2008</u>	April-May <u>2008</u>
Trip Purpose					
Pleasure	38%	39%	38%	38%	37%
Business	42%	40%	42%	42%	43%
Meetings/conventions	20%	21%	20%	20%	20%
Guest Origin					
<u>Out of state</u>	<u>49%</u>	<u>47%</u>	<u>48%</u>	<u>50%</u>	<u>48%</u>
U.S.	40%	37%	40%	42%	38%
Canada	6%	7%	5%	5%	6%
Other foreign	3%	4%	3%	3%	4%
Minnesota	51%	53%	52%	50%	52%

Note: Columns of figures may not add to totals shown due to rounding.

5.6 Resort Inventory

Some 890 resorts had 11,484 units available to the public. Resorts made 3.06 million unit-nights available over the 12-month period and sold 1.56 million unit-nights to guests who stayed fewer than 30 nights.

5.7 Resort Unit Rates and Occupancy

The average unit rate for a resort was \$147.97 during the period June 2007 through May 2008. Occupancy rates for resorts averaged 51%.

Table 5.7

Unit Rates and Occupancy by Season
(Resorts)

	June 2007- May 2008 <u>TOTAL</u>	June- August <u>2007</u>	September- November <u>2007</u>	December 2007- March <u>2008</u>	April-May <u>2008</u>
Average daily unit rates*	\$147.97	\$173.93	\$149.04	\$136.72	\$115.98
Average occupancy*	51%	79%	36%	38%	34%
Total available unit-nights (in millions)	3.06	1.06	0.78	0.73	0.49
Total occupied unit-nights (in millions)	1.56	0.83	0.28	0.27	0.17

*The bases for these statistics are weighted by the number of units that are open in each season. Yearly averages are weighted by season.

Note: Average occupancy is calculated by taking total occupied unit-nights as a percentage of total available unit-nights, excluding from both figures any units rented for 30 nights or more.

5.8 Resort Guest Party Size and Length of Stay

Property managers of Minnesota resorts reported that guests at their locations usually traveled in groups of three or four and stayed three nights on average.

Table 5.8

Management's Estimate:
Average Guest Party Size and Length of Stay By Season
(Resorts)

	June 2007- May 2008 <u>TOTAL</u>	June- August <u>2007</u>	September- November <u>2007</u>	December 2007- March <u>2008</u>	April-May <u>2008</u>
Average travel party size	3.54	3.83	3.54	3.52	2.87
Average length of stay	3.19	4.68	3.01	2.27	2.49

5.9 Resort Guest Trip Purpose and Origin

According to property managers' estimates, most resort guests (86%) were traveling on a pleasure trip.

Managers reported that three guests in four were Minnesota residents (76%), while the remaining guests lived outside the state.

Table 5.9

**Management's Estimate:
Trip Purpose and Guest Origin by Season
(Resorts)**

	June 2007- May 2008 <u>TOTAL</u>	June- August <u>2007</u>	September- November <u>2007</u>	December 2007- March <u>2008</u>	April-May <u>2008</u>
Purpose of guests' trip:					
Pleasure	86%	92%	83%	89%	62%
Business	7%	5%	7%	9%	9%
Meetings/conventions	7%	3%	10%	2%	29%
Guest Origin:					
<u>Out of State</u>	<u>24%</u>	<u>32%</u>	<u>20%</u>	<u>22%</u>	<u>18%</u>
U.S.	20%	29%	18%	16%	14%
Canada	3%	2%	2%	5%	4%
Other Foreign	1%	1%	*	*	*
Minnesota	76%	68%	80%	78%	82%

Note: Columns of figures may not add to totals shown due to rounding.

* Less than 0.5%

5.10 Campground Inventory

Minnesota campground providers offered 30,025 sites in 670 campgrounds to the public for use during the 2007-2008 year. That yielded a total of 5.76 million site-nights available, with 2.03 million site-nights sold to guests staying fewer than 30 nights. Campgrounds on both public and private lands are included in the inventory.

5.11 Campground Site Rates and Occupancy

The average rate for a campground site was \$23.99. Occupancy rates for Minnesota campgrounds were 35%.

Table 5.11

Site Rates and Occupancy by Season
(Campgrounds)

	<u>June 2007- May 2008 TOTAL</u>	<u>June- August 2007</u>	<u>September- November 2007</u>	<u>December 2007- March 2008</u>	<u>April-May 2008</u>
Average site rate**	\$23.99	\$24.89	\$22.35	\$10.67	\$27.09
Average occupancy**	35%	55%	27%	2%	18%
Total available site-nights (in millions)	5.76	2.64	1.40	0.65	1.07
Total occupied site-nights (in millions)	2.03	1.45	0.37	0.02	0.19

*Less than 0.01 million (10,000).

**The bases for these statistics are weighted by the number of sites that are open in each season. Yearly averages are weighted by season.

Note: Average occupancy is calculated by taking total occupied site-nights as a percentage of total available site-nights, excluding from both figures any sites rented for 30 nights or more.

5.12 Campground Guest Party Size and Length of Stay

Minnesota campers typically traveled in parties of three and spent an average of two or three nights while visiting, according to campground managers.

Table 5.12

**Management's Estimate:
Average Guest Party Size and Length of Stay by Season
(Campgrounds)**

	June 2007- May 2008 <u>TOTAL</u>	June- August <u>2007</u>	September- November <u>2007</u>	December 2007- March <u>2008</u>	April-May <u>2008</u>
Average travel party size	2.98	3.31	2.65	1.86	2.96
Average length of stay	2.45	2.73	2.24	0.93	2.46

* Note: Includes campgrounds which were open but had 0 sites rented, resulting in an average length of stay less than 1 night.

5.13 Campground Guest Origin

Minnesota campground managers reported that seven in ten Minnesota campers (69%) were Minnesota residents.

Table 5.13
**Management's Estimate:
Guest Origin by Season
*(Campgrounds)***

	June 2007- May 2008 <u>TOTAL</u>	June- August <u>2007</u>	September- November <u>2007</u>	December 2007- March <u>2008</u>	April-May <u>2008</u>
Guest Origin:					
<u>Out of State</u>	<u>31%</u>	<u>34%</u>	<u>23%</u>	<u>N/A</u>	<u>30%</u>
U.S.	26%	29%	22%	N/A	28%
Canada	4%	4%	1%	N/A	3%
Other Foreign	*	1%	*	N/A	*
Minnesota	69%	66%	77%	N/A	70%

Note: Columns of figures may not add to totals shown due to rounding.

* Less than 0.5%

N/A = Insufficient number of responses for reporting.

6.0 Travel Volume in Minnesota

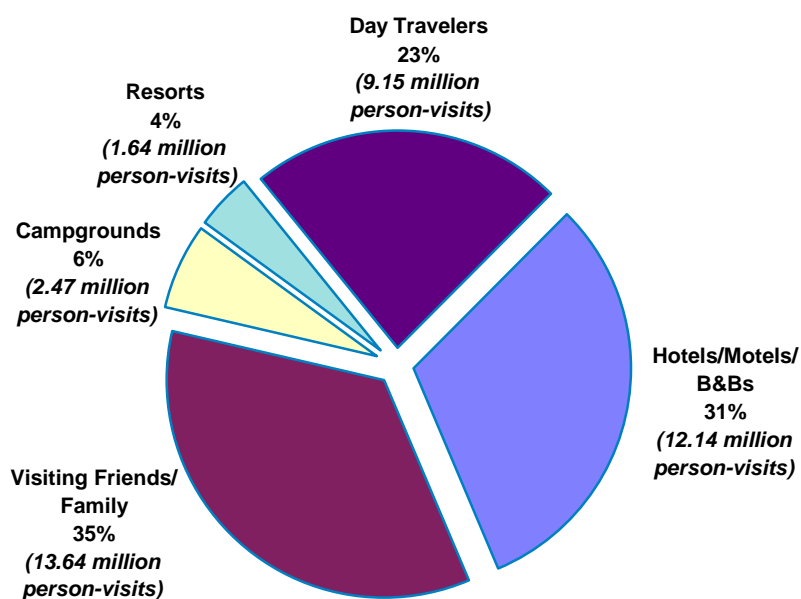
Person-visits in Minnesota totaled 39.04 million during the period June 2007 through May 2008. A total of 29.89 million were overnight person visits – one person staying in one accommodation. In addition, day travelers in Minnesota were estimated at 9.15 million.

Hotel/motel/B&B guests represented 31% of person-visits while travelers staying with family and/or friends represented 35%. Campers accounted for 6% of person-visits while travelers staying in resorts made up 4% of the person-visits in Minnesota during June 2007 through May 2008.

Figure 6.0

Minnesota Person-Visits

June 2007 – May 2008



TOTAL: 39.04 Million Person-Visits

Note: A **person-visit** is classified in this report as one person on a day trip or one person staying overnight in one accommodation for one or more nights. For example, a couple on a three-night weekend is counted as two person-visits. If a guest to Minnesota travels to many locations in Minnesota, staying overnight in many different accommodations, each overnight stay is considered a person-visit. Therefore, 39.04 million person-visits should not necessarily be interpreted as 39.04 million travelers.

Appendix A: Procedures

Technical Appendix: The Research Procedures

Introduction

The basic procedure employed in this project is the T-MAP-I economic impact model.

Davidson-Peterson Associates first employed this procedure in 1985 for the State of Georgia.

Since then, it has been used to estimate traveler expenditures in states and local areas throughout the United States.

A. What is Economic Impact?

Economic impact begins when a traveler to an area spends any amount of money on any product or service in that area. The **direct** recipients of traveler expenditures use these dollars to earn income, pay wages, and pay taxes thus creating a **direct impact** on the local economy.

But the benefits to the local economy extend beyond the direct impact of these dollars.

Traveler expenditures create a chain effect. When businesses and their employees spend *their* income in the state, they create an **indirect impact** by supporting additional jobs, wages, salaries, proprietary income and tax revenues. The sum of the **direct** and **indirect impact** equals the total economic impact of traveler expenditures.

B. What is a Traveler?

For purposes of this study, a traveler is anyone who stays overnight one to 29 nights or who is on a day trip in an area that is at least 50 miles from their primary residence. Travelers may be motivated to travel by pleasure, personal, or business reasons or some combination of reasons. If they remain in the area for more than 30 days, they cease being a traveler. If they are staying in accommodations contracted for more than a 30-day period (construction workers or truck drivers, for example), they are not classified as travelers and the rooms they occupy are not included in those occupied by travelers.

This report and the T-MAP-I procedure are based on the premise that economic impact begins with the expenditure of dollars by travelers (bottom-up measurement) rather than receipts of selected businesses (top-down measurement) – a more traditional tool of economic analysis.

Davidson-Peterson Associates does **not** use the traditional top-down or industry receipts-based. In this study:

- Sales tax data or industry receipts are not employed;
- Measurements begin with **every dollar** travelers spend;
- North American Industry Classification System (NAICS) codes are **not** used;
- **Travelers** define where they spend money.

C. Additional Explanations

- Top-down or industry receipts-based measures assume that an industry is composed of a set of businesses that are clearly designated by customary NAICS codes. For most industries this works well. However, when applied to tourism, this method tends to underestimate the economic impact, in part because businesses are not able to separate traveler expenditures from resident expenditures.
- Tourism is not a typical industry, and cannot be represented in its entirety by a few NAICS-classified businesses. Tourism is the movement of people into an area for a brief period of time. Its economic impact begins with the sum of every dollar travelers spend on lodging, retail purchases, gas, food, entertainment or any other goods or services people buy.
- When travelers spend dollars, they spend them in many of the same “traditional industries” as local residents. While these businesses (such as retail stores, restaurants and gas stations) are identified by NAICS codes, there is simply no way to separate the purchases of travelers from those of local residents. The bottom-up procedure employed by *Davidson-Peterson Associates* is based on all traveler expenditures in all industries.

This procedure for assessing economic impact provides accurate estimates of current year figures. Methods and numbers are constantly being reviewed to improve the estimating procedures.

D. The Basic Research Steps for the 2007-2008 Minnesota Effort

What follows is a brief description of the procedures for estimating economic impact as they were completed in 2007-2008.

1. Lodging Inventory Update

At the beginning of the 2007-2008 study, Davidson-Peterson Associates received a copy of the inventory of lodging properties maintained by Explore Minnesota Tourism. This list was compared to the ending inventory from the 2005-2006 study. Any additions or deletions gathered from this comparison were incorporated into the starting inventory for the 2007-2008 study. In addition, the seasonal surveys of lodging business activity (see #2 below) allowed for further clarifications and refinements.

New properties in the updated inventory are systematically sampled so as to have representation in the overall sampling plan for each season.

2. Sampling

For each season, open properties in each of three categories (hotels/motels/B&Bs, resorts, and campgrounds) were arrayed by size and cumulative totals calculated. A random number was used to select the first property and a skip pattern developed to identify 400 properties for interviewing chosen with size taken into account. Since the seasons were sampled independently some large properties were selected more than once but all open properties had a chance of being selected each quarter.

3. Seasonal Surveys of Paid Lodging Business Activity

Every property included in the state survey sample was contacted and asked to complete a survey questionnaire by phone. Those who did not participate by phone were asked to complete the survey via mail or fax. Additional properties in counties participating in special economic impact studies are added to the state sample.

A total of 2,674 contacts with lodging properties were made during the course of the year resulting in 2,044 completed surveys as follows:

Number of Interviews by Season (Statewide)			
Season	Interview Period	# Contacted	# Completed
Summer	June - August	669	517
Fall	September - November	659	488
Winter	December - March	672	520
Spring	April - May	674	519

4. Resident (VFR) Survey

To determine the incidence of visiting friends and relatives (VFR) in the state, telephone interviews were conducted with a random sample of Minnesota households. Data from these surveys was projected to the total state household population.

A total of 1,000 VFR surveys were completed in during the 2007-2008 period, with an equal proportion of interviews conducted each season.

5. Traveler Expenditure Survey/Modeling

To represent the proportion of traveler expenditures spent on specific types of goods and services, travelers were surveyed on-site while in Minnesota. The traveler expenditure ratios obtained from the on-site interviews were applied to derive the total expenditures by category. The Traveler Expenditure surveys form the basis of the Traveler Profile Survey reported elsewhere.

A total of 2,023 Traveler Expenditure surveys were completed during the period June 2007 through May 2008 at a variety of sites across Minnesota. Sites were chosen by selecting a county and zip code for each region based on the array of properties by size. Essentially, the counties where a sizable volume of overnight accommodations exist to serve travelers had a greater chance to be selected. Within the selected zip codes, an array of sites were chosen to maximize the ability to find a variety of tourists on site. The table below shows the total number of completed interviews by season.

Number of Interviews by Season (Statewide)

Season	Interview Period	# Completed
Summer	June – August	795
Fall	September – November	364
Winter	December – March	480
Spring	April – May	384

Roughly equal proportions of interviews were completed in each of the four Explore Minnesota Tourism regions. Of the 2,023 questionnaires, a small number were excluded from the economic impact sample due to their failure to complete all five questions necessary to include their responses in the model. The combined total of interviews from the 2005-2006 and the 2007-2008 study periods were used to calculate the expenditure ratios by spending category, which were then applied to the state and each of its four regions.

6. Economic Impact Data Calculations

Room, unit and campsite rates and occupancy were used to estimate the total expenditures at each type of accommodation. The traveler expenditure ratios were applied to this figure to derive the total traveler expenditures by those staying in each type of accommodation, in each region, and in each season.

7. Input/Output (I/O) Modeling

A special inter-industry model constructed for Minnesota utilizes the total tourism expenditures to determine the estimates of employment, income, and government revenue impacts (both direct and total) of those state tourism expenditures. Models were also developed for each of the four tourism regions. Please note that the regional impacts will not add to the state totals. Revenue leaked from one region to another is excluded from the region totals but included in the state total.

E. Limitations on Comparisons of Results between Study Periods (2005-2006 vs. 2007-2008)

Comparisons of economic impact results between the 2007-2008 study and the 2005-2006 study are limited due to the following:

1. Traveler Expenditure Estimates

The traveler expenditure and visitation volume estimates were arrived at using the data collected from the three surveys described in Section D. The basic procedures employed in calculating these volumetric estimates were the same for the two study periods.

However, during the course of the 2007-2008 period, additional data and/or new information was collected in the Seasonal Survey of Paid Lodging Business Activity that was not available when the prior study's traveler expenditure estimates were made, including:

- Changes in the lodging inventory that were unidentifiable during the prior study (such as property expansion, closed properties, increased number of rooms, etc.);
- Properties that did not participate in the previous study but have participated in the current study; or
- Properties that participated in the previous study but were able to provide more complete or more accurate information in the current study.

Reconciling these differences and revising the expenditure estimates for the 2005-2006 study was not included in the scope of the current research program. As a result, there is some degree of incongruity between the traveler expenditure and visitation volume estimates in 2007-2008 and 2005-2006.

2. Input-Output Modeling

The input-out model has been revised since the 2005-2006 study period. The model revisions encompass:

- Updates in the U.S. government data sources used to construct the model, e.g., County Business Patterns, Regional Economic Information System, State and Local Government Finance data; and
- Revisions to the modeling procedures (i.e., interactions of the impact adjustments) within the input-output model to refine and improve estimates generated.

Therefore, the model used to generate the 2007-2008 direct and total economic impact estimates is not equivalent to that used to generate the 2005-2006 estimates and comparisons of results should not be made.

3. Lodging Inventory Classification

In the 2007-2008 study, Explore Minnesota Tourism undertook a review of indoor lodging properties in our lodging database with regard to their property type classification, i.e., hotels/motels/B&Bs, resorts, and campgrounds. This resulted in approximately 70 properties that were re-classified from the “hotels/motels/B&Bs” category to the “resorts” category. Therefore, the data presented **by accommodation type** in this report is not comparable to what was reported in the 2005-2006 annual report.

4. Seasonal Definitions

The definitions for the winter and spring seasons, i.e., the months included in each season, differ from the 2005-2006 study to the 2007-2008 study. In the 2007-2008 study, winter included December, January, February, and March (4 months) and spring included April and May (2 months). In the 2005-2006 study, winter included December, January, and February (3 months) and spring included March, April, and May (3 months). Therefore, the data presented **by season** in this report is not comparable to what was reported in the 2005-2006 annual report.

A summary of the key estimates from the 2005-2006 economic impact study is included in Appendix B, Table B-6 for reference only.

Appendix B: Supporting Tables

Table B-1

**Estimated Traveler Expenditures
By Category of Expenditure and
Accommodation Used
June 2007 through May 2008
(\$ Millions)**

	Paid Accommodations			No Lodging Expense		
	Hotels/ Motels/ B&Bs	Resorts	Camp- grounds	Visiting Friends/ Relatives	Day Tripper	TOTAL
Food	\$1,359.14	\$227.85	\$120.46	\$1,166.53	\$80.74	\$2,954.73
<u>Shopping</u>	<u>\$1,490.26</u>	<u>\$134.90</u>	<u>\$193.64</u>	<u>\$1,112.92</u>	<u>\$85.84</u>	<u>\$3,017.56</u>
General	838.38	52.92	107.55	745.75	44.34	1,788.94
Traveler	651.87	81.97	86.10	367.17	41.50	1,228.62
<u>Recreation</u>	<u>\$1,270.50</u>	<u>\$183.46</u>	<u>\$156.40</u>	<u>\$1,291.59</u>	<u>\$112.60</u>	<u>\$3,014.56</u>
Liquor	228.37	68.63	45.21	373.72	9.30	725.23
Historic	47.40	2.72	9.03	36.08	3.62	98.85
Sightseeing	114.49	7.63	6.40	51.14	4.00	183.66
Event fees	184.05	6.54	23.08	149.87	20.26	383.80
Sport fees	146.50	32.32	13.67	153.54	18.72	364.74
Cultural event fees	25.24	1.91	0.25	54.02	4.13	85.55
Evening entertainment	142.19	12.26	11.79	210.09	3.66	379.99
Licenses	45.55	26.87	15.18	61.91	2.96	152.47
Sweepstakes	28.32	3.90	1.94	42.35	2.77	79.29
Wagering	305.31	19.15	27.53	134.55	42.58	529.13
Other	3.08	1.54	2.32	24.32	0.60	31.86
Lodging	\$1,442.86	\$244.65	\$48.03	--	--	\$1,735.54
Ground Transportation	\$592.78	\$116.92	\$108.55	\$544.22	\$35.96	\$1,398.42
Total	\$6,155.54	\$907.79	\$627.09	\$4,115.26	\$315.14	\$12,120.81

Note: Columns of figures may not add to totals shown due to rounding.

Table B-2

**Estimated Traveler Expenditures
By Season
June 2007 through May 2008
(*\$ Millions*)**

	June- August 2007	September- November 2007	December 2007-March 2008	April- May 2008	TOTAL
Food	\$1,100.71	\$745.31	\$686.57	\$422.14	\$2,954.73
<u>Shopping</u>	<u>\$1,115.74</u>	<u>\$765.05</u>	<u>\$704.94</u>	<u>\$431.83</u>	<u>\$3,017.56</u>
General	656.86	456.98	417.39	257.71	1,788.94
Traveler	458.88	308.07	287.55	174.12	1,228.62
<u>Recreation</u>	<u>\$1,134.45</u>	<u>\$761.10</u>	<u>\$686.57</u>	<u>\$432.44</u>	<u>\$3,014.56</u>
Liquor	286.93	180.78	155.54	101.98	725.23
Historic	37.31	24.91	22.44	14.19	98.85
Sightseeing	64.24	46.93	45.71	26.78	183.66
Event fees	139.88	98.10	90.01	55.81	383.80
Sport fees	137.46	91.99	83.88	51.42	364.74
Cultural event fees	30.71	22.43	19.96	12.45	85.55
Evening entertainment	139.34	97.96	87.34	55.34	379.99
Licenses	65.79	35.96	29.77	20.94	152.47
Sweepstakes	30.01	19.94	17.35	11.98	79.29
Wagering	189.18	134.37	128.98	76.60	529.13
Other	13.59	7.73	5.59	4.96	31.86
Lodging	\$616.71	\$424.76	\$444.84	\$249.24	\$1,735.54
Ground Transportation	\$544.50	\$347.42	\$309.63	\$196.86	\$1,398.42
Total	\$4,512.11	\$3,043.64	\$2,832.55	\$1,732.51	\$12,120.81

Note: Columns of figures may not add to totals shown due to rounding.

Seasonal Analysis

	Jun - Aug 2007	Sep - Nov 2007	Dec 2007 - Mar 2008	Apr - May 2008
Share of seasonal expenditures	37%	25%	23%	14%
Share of days in year	25%	25%	33%	17%
Ratio	1.48	1.00	0.70	0.85

Table B-3

**Estimated Traveler Expenditures
By Region
June 2007 through May 2008
(*\$ Millions*)**

	Metro	Northcentral/ West	Northeast	Southern	TOTAL
Food	\$1,498.64	\$556.58	\$392.79	\$506.72	\$2,954.73
<u>Shopping</u>	<u>\$1,588.77</u>	<u>\$513.54</u>	<u>\$364.90</u>	<u>\$550.35</u>	<u>\$3,017.56</u>
General	950.91	300.43	208.54	329.05	1,788.94
Traveler	637.86	213.11	156.36	221.30	1,228.62
<u>Recreation</u>	<u>\$1,515.39</u>	<u>\$574.18</u>	<u>\$396.57</u>	<u>\$528.43</u>	<u>\$3,014.56</u>
Liquor	335.45	158.97	106.71	124.10	725.23
Historic	51.17	17.04	11.98	18.66	98.85
Sightseeing	102.25	27.87	20.95	32.59	183.66
Event fees	205.61	63.17	44.05	70.96	383.80
Sport fees	182.52	70.71	49.38	62.14	364.74
Cultural event fees	45.54	15.35	9.71	14.95	85.55
Evening entertainment	197.10	69.96	45.92	67.00	379.99
Licenses	57.99	41.43	28.76	24.28	152.47
Sweepstakes	36.83	17.88	11.75	12.83	79.29
Wagering	289.84	81.98	61.36	95.95	529.13
Other	11.06	9.82	6.00	4.98	31.86
Lodging	\$914.17	\$296.41	\$251.09	\$273.87	\$1,735.54
Ground Transportation	\$675.74	\$279.46	\$196.09	\$247.14	\$1,398.42
Total	\$6,192.71	\$2,220.16	\$1,601.44	\$2,106.50	\$12,120.81

Note: Columns of figures may not add to totals shown due to rounding.

Table B-4

**Estimated Traveler Expenditures:
Average per Person per Day**

**June 2005 through May 2006 and
June 2007 through May 2008 Combined**

	Average Expenditures per Person per Day
Total - All Travelers	\$118.00
Travelers with Paid Accommodations	
Hotels/Motels/B&Bs	\$135.00
Resorts	\$107.00
Campgrounds	\$83.00
Travelers with No Lodging Expenses	
Visiting Friends/Relatives (or other unpaid lodging)	\$110.00
Day Trippers	\$44.00

Note: Estimated average expenditures per person per day are calculated from data collected among travelers surveyed on-site while on their Minnesota trip. Interview responses from the 2007-2008 study have been combined with those from the 2005-2006 study to generate these averages.

N/A = Insufficient number of responses within this category to report estimates.

Table B-5

**Estimated Impact of Traveler Expenditures
on the Economy of Minnesota
June 2007 through May 2008**

	<u>Direct Impact</u>	<u>Total Impact</u>
Employment (full-time job equivalents)	176,200	271,500
Resident Income (wages, salaries, and proprietary income)	\$3,360,500,000	\$6,739,900,000
Government Revenues:		
State government revenues	\$941,800,000	\$1,531,000,000
Local government revenues	\$275,300,000	\$497,300,000

Table B-6

**Previous Study:
Summary of Economic Impact Estimates
June 2005 through May 2006**

FOR REFERENCE ONLY*

	June 2005-May 2006
Estimated Traveler Expenditures (\$ in Millions)	
Total	\$11,786.17
Travelers with Paid Accommodations	
Hotels/Motels/B&Bs	\$6,155.54
Resorts	\$907.79
Campgrounds	\$627.09
Travelers with No Lodging Expenses	
Visiting Friends/Relatives	\$4,115.26
Day Trippers	\$315.14
Estimated Travel Volume: Person-Visits (in Millions)	
Total	40.97
Travelers with Paid Accommodations	
Hotels/Motels/B&Bs	13.60
Resorts	1.33
Campgrounds	3.84
Travelers with No Lodging Expenses	
Visiting Friends/Relatives	12.86
Day Trippers	9.33

* See Appendix A, Section E for details regarding limitations on comparisons of results between study periods (2005-2006 vs. 2007-2008).

Note: Columns of figures may not add to totals shown due to rounding.

Note: A person-visit is classified in this report as one person on a day trip or one person staying overnight in one accommodation for one or more nights. For example, a couple on a three-night weekend is counted as two person-visits. If a guest to Minnesota travels to many locations in Minnesota, staying overnight in many different accommodations, each overnight stay is considered a person-visit. Therefore, 18.34 million person-visits should not necessarily be interpreted as 18.34 million travelers.

Table B-6 (Cont'd)

**Previous Study:
Summary of Economic Impact Estimates
June 2005 through May 2006**

*FOR REFERENCE ONLY**

	June 2005-May 2006	
	Direct Impact	Total Impact
Employment (full-time job equivalents)	184,400	286,600
Resident Income (wages, salaries, and proprietary income)	\$3,333,800,000	\$6,907,300,000
Government Revenues:		
State government revenues	\$896,500,000	\$1,496,200,000
Local government revenues	\$279,900,000	\$498,500,000

* See Appendix A, Section E for details regarding limitations on comparisons of results between study periods (2005-2006 vs. 2007-2008).

Bases for Chapter 5 Tables

	June 2007- May 2008 <u>TOTAL</u>	June- August <u>2007</u>	September- November <u>2007</u>	December 2007- March <u>2008</u>	April-May <u>2008</u>
--	---	---	--	---	----------------------------------

Hotels/Motels/B&Bs

Average daily room rates (5.3) Based on a census of all properties weighted by rooms. Missing data is imputed using average of properties of similar size in the region.

Average occupancy (5.3) Occupied room-nights divided by available room-nights as on the table.

Average travel party size (5.4)

Base (properties)	1042	251	237	301	253
Base (room-nights in millions)	8.467	1.915	1.912	3.181	1.458

Average length of stay (5.4)

Base (properties)	1044	253	238	301	252
Base (room-nights in millions)	8.548	1.957	1.952	3.186	1.454

Trip purpose (5.5)

Base (properties)	984	244	223	275	242
Base (room-nights in millions)	8.366	2.006	1.906	3.027	1.427

Guest origin (5.5)

Base (properties)	920	228	209	261	222
Base (room-nights in millions)	7.245	1.739	1.607	2.692	1.207

Bases for Chapter 5 Tables (continued)

	June 2007- May 2008 <u>TOTAL</u>	June- August <u>2007</u>	September- November <u>2007</u>	December 2007- March <u>2008</u>	April-May <u>2008</u>
--	---	---	--	---	----------------------------------

Resorts

Average daily unit rates (5.7) Based on a census of all properties weighted by units. Missing data is imputed using average of properties of similar size in the region.

Average occupancy (5.7) Occupied unit-nights divided by available unit-nights as on the table.

Average travel party size (5.8)

Base (properties)	404	127	101	72	104
Base (unit-nights in thousands)	617.2	184.8	126.6	232.6	73.2

Average length of stay (5.8)

Base (properties)	407	129	101	72	105
Base (unit-nights in thousands)	624.1	191.7	126.6	232.6	73.3

Trip purpose (5.9)

Base (properties)	385	126	96	66	97
Base (unit-nights in thousands)	596.3	189.5	122.2	213.9	70.7

Guest origin (5.9)

Base (properties)	384	122	96	68	98
Base (unit-nights in thousands)	611.2	184.1	124.6	231.1	71.4

Bases for Chapter 5 Tables (continued)

	June 2007- May 2008 <u>TOTAL</u>	June- August <u>2007</u>	September- November <u>2007</u>	December 2007- March <u>2008</u>	April-May <u>2008</u>
--	---	---	--	---	----------------------------------

Campgrounds

Average daily site rates (5.11) Based on a census of all properties weighted by sites. Missing data is imputed using average of properties of similar size in the region.

Average occupancy (5.11) Occupied site-nights divided by available site-nights as on the table.

Average travel party size (5.12)

Base (properties)	278	78	91	6	103
Base (site-nights in thousands)	602.9	281.9	148.8	35.0	137.2

Average length of stay (5.12)

Base (properties)	290	85	94	6	105
Base (site-nights in thousands)	628.1	302.9	151.5	35.0	138.8

Guest origin (5.13)

Base (properties)	243	75	78	1	89
Base (site-nights in thousands)	536.1	242.3	140.1	32.5	121.0

Appendix C: Minnesota Tourism Regions

MINNESOTA TOURISM REGIONS

COUNTIES WITHIN MINNESOTA'S TOURISM REGIONS

<u>Twin Cities Metro</u>	<u>Northeast</u>	<u>Northcentral/West</u>	<u>Southern</u>
Anoka	Aitkin	Becker	Big Stone
Carver	Carlton	Beltrami	Blue Earth
Chisago	Cook	Benton	Brown
Dakota	Isanti	Cass	Chippewa
Hennepin	Itasca	Clay	Cottonwood
Ramsey	Kanabec	Clearwater	Dodge
Scott	Koochiching	Crow Wing	Faribault
Washington	Lake	Douglas	Fillmore
Wright	Pine	Grant	Freeborn
	St. Louis	Hubbard	Goodhue
		Kittson	Houston
		Lake of Woods	Jackson
		Mahnomen	Kandiyohi
		Marshall	Lac qui Parle
		Mille Lacs	Le Sueur
		Morrison	Lincoln
		Norman	Lyon
		Otter Tail	McLeod
		Pennington	Martin
		Polk	Meeker
		Pope	Mower
		Red Lake	Murray
		Roseau	Nicollet
		Sherburne	Nobles
		Stearns	Olmsted
		Stevens	Pipestone
		Todd	Redwood
		Wadena	Renville
		Wilkin	Rice
			Rock
			Sibley
			Steele
			Swift
			Traverse
			Wabasha
			Waseca
			Watonwan
			Winona
			Yellow Medicine

Appendix D: Survey Instruments

Minnesota 2007/2008 Lodging Managers Survey – Wave 1 (June –August 2007)

Date: _____ Date: _____ Date: _____ Date: _____ Date: _____ Date: _____
 Time: _____ Time: _____ Time: _____ Time: _____ Time: _____ Time: _____
 Status: _____ Status: _____ Status: _____ Status: _____ Status: _____ Status: _____
 Intvr: _____ Intvr: _____ Intvr: _____ Intvr: _____ Intvr: _____ Intvr: _____

Interviewer: Verify basic information with the person who answers the phone.

Phone Number: «phone» Alternate: «altphone» Contact Name: «manager» Title: «title» Property Name: «name» Fax Number: «fax» Physical Address: «add1» «add2» «city», MN «zip» Mailing Address: «madd1» «madd2» «mcity», «mstate» «mzip» Rooms: «size» («ptype»)	All information correct <input type="checkbox"/>
--	--

Interviewer: Ask to speak with «manager». If not available after multiple attempts, interview an alternate executive and record name/title below.

Contact Name: _____ Title: _____

- Is your property open only to members of special groups (club members, boy/girl scouts, church groups, etc.)? Yes ☐ -- Terminate No ☐ -- Continue
- Is your property available only for permanent or semi-permanent rentals (bookings of more than thirty days at a time)? Yes ☐ -- Terminate No ☐ -- Continue
- Is your property open all year? Yes ☐ -- Go to Q4 No ☐ -- Go to Q3A

3A. *If No* – When does your property open for the season? _____ «season_open»

When does your property close for the season? _____ «season_close»

For each month open -- How many nights is your property open for that month?

Jan	«jan»		Feb	«feb»		Mar	«mar»		Apr	«apr»		May	«may»		Jun	«jun»	
Jul	«jul»		Aug	«aug»		Sep	«sep»		Oct	«oct»		Nov	«nov»		Dec	«dec»	

No nights for **June through August** ☐ -- Terminate for this quarter.

- For the purpose of this study, please think of long term rentals as 30 nights or more. Of the rooms you have for rent, were any committed to long-term rentals, or were any otherwise not available for rental for the period **June 1, 2007 to August 31, 2007**?

Yes ☐ -- Go to Q4A No ☐ -- Go to Q5

- If Yes* -- As I read each month, please tell me how many of your total rooms were available to transient guests staying for less than 30 nights.

Jun		Jul		Aug	
-----	--	-----	--	-----	--

- What was your **average percent occupancy rate** for each of the following months?

Jun	%
Jul	%
Aug	%

(If not able to provide occupancy by month

OR **Seasonal Average** _____ %

Don't know/ ☐ -- Go to Q6
 unavailable

DBNO: «dbno»	Type: «type»	County: «county»	Q1: «qr1»	Q2: «qr2»	Q3: «qr3»	Q4: «qr4»	Status: «status»
--------------	--------------	------------------	-----------	-----------	-----------	-----------	------------------

Minnesota 2007/2008 Lodging Managers Survey – Wave 1 (June –August 2007)

6. What was your **average daily unit rate** for each of the following months?

*Interviewer: If the lodging manager is unable to provide the average daily rates please use the space provided in the column "other details" to record specific unit rate information for each month. (For example, number of **rooms** at each of several different rates, weekend vs. weekday rates, etc.)*

	ADR	Other Details
Jun	\$	
Jul	\$	
Aug	\$	

Only use if the manager is not able to provide ADR by month.

Seasonal ADR	
--------------	--

Office Use Only: Estimated ADR: June	July	August
Estimated Seasonal ADR: _____		

For the next few questions, please think only of guests who are staying for less than 30 nights.

7. On average, how many nights did a typical guest stay in your property between **June 1, 2007 and August 31, 2007**?

Average # of nights	
---------------------	--

8. What was the average number of guests staying in one room during the **June 1, 2007 to August 31, 2007** time period?

Average Party Size	
--------------------	--

9. During the period **June 1, 2007 to August 31, 2007**, what percentage of your room-nights were rented to guests traveling for...

Pleasure/Personal:	%
Business:	%
Meetings/conventions:	%

10. Between **June 1, 2007 and August 31, 2007**, what percentage of your guests were from...

Minnesota	%
Other US locations	%
Canada	%
Other international locations	%

Comments:

DBNO: «dbno»	Type: «type»	County: «county»	Q1: «qt r1»	Q2: «q tr2»	Status: «status»	Q3: «qt r3»	Q4: «qt r4»
--------------	--------------	------------------	----------------	----------------	------------------	----------------	----------------

Quarterly Resident Survey -- Minnesota Tourism Study

Speak to Head of Household:

Hello, I'm _____ from *Davidson-Peterson Associates*, a marketing research firm specializing in Travel & Tourism. We are talking to people in your area to learn more about vacation trips associated with visiting friends and family for Explore Minnesota and the State of Minnesota.

May I speak with the male or female head of household?

(IF TRANSFERRED TO ANOTHER ADULT, REPEAT INTRODUCTION. IF CONTINUING WITH THE SAME INDIVIDUAL WHO ANSWERED THE TELEPHONE, CONTINUE BELOW.)

May I ask you a few quick questions? This is not a sales call and your individual responses will remain strictly confidential. It should take only 3 or 4 minutes of your time.

First, is this your primary residence, meaning you spend a majority of your time living at this address?

- ☐ Yes (CONTINUE SURVEY)
- ☐ No (TERMINATE)

Are you eighteen years or older?

- ☐ Yes (CONTINUE SURVEY)
- ☐ No (TERMINATE)

1. Now, by visiting friends and relatives, we mean those people whose visit is considered non-routine -- please do not include routine visits by the same people, such as college students home for vacation. We're interested in those people who are on a vacation or non-routine trip.

Over the 3 month period of June 2007 through August 2007, on how many occasions did you have friends or relatives stay overnight in your home for at least one night on non-routine visits?

Number of occasions: _____

None ☐

Skip to Q.5

For Each Occasion:

2. Think about the **last** time you had friends or relatives visit. In what month was that?
(Record Below)

3. How many people stayed with you on that occasion? **(Record Below)**

4. And, how many nights did they stay with you? **(Record Below)**

Repeat For Each Occasion (Transition: And, how about the time before that?)

Start With Last/Most Recent Occasion:

	Q.2 Month	Q3. # of People	Q4. # of Nights
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			

If more than 14 occasions, enter the average # of people and nights for the remaining occasions, otherwise, skip to question 5.

Average # of people:_____ Average # of nights:_____

Second Home Section

5. Do you own a second home used for recreational purposes somewhere else in Minnesota?

Yes [☐]

No [☐]

Skip to Q.13

6. In which county is your **second** home located? _____

7. Over the 3 month period of June 2007 through August 2007, on how many occasions did you visit your second home for at least one night?

Number of occasions: _____ None [] **Skip to Q.13**

For Each Occasion:

8. Think about the **last** time you visited your second home. In what month was that? **(Record Below)**

9. Including yourself, how many people in your immediate family visited on that occasion? **(Record Below)**

10. And, how many nights did you stay? **(Record Below)**

11. How many people **other than your immediate family** stayed with you on that occasion? **(Record Below)**

12. And, how many nights did they stay with you? **(Record Below)**

Repeat For Each Occasion (Transition: And, how about the time before that?)

Start With Last/Most Recent Occasion:

	Q.8 Month	Q.9 # of Family Members	Q.10 # of Nights	Q.11 # of Guests	Q.12 # of Nights
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
14.					

If more than 14 occasions, enter the average # of people and nights for the remaining occasions, otherwise, skip to question 12.

Average # of **Family**: _____ Average # of **Guests**: _____

Average # of Nights: _____ Average # of Nights: _____

13. In total, including yourself, how many people live in your household?

of people: _____

14. What is the ZIP code of your home address?

15. In which county is your home located? _____

Respondent Name: _____

Record Gender: Male []-1 Female []-2

Phone number: _____

Thanks for taking the time to complete this survey. Your information is greatly appreciated. For verification purposes, you might be contacted in the future to go over the information you provided today. Once again, thanks.



DPA Use Only

Dear Traveler:

Your visit to our area is very important to us. Please take a few moments to answer the following questions and return this questionnaire to the person who gave it to you. Your responses are very important. Please make your marks **INSIDE** the boxes or circles. Thank you very much.

1. What is your reason or reasons for visiting this area? *(Please mark all that apply.)*

- ☐ ₁ Vacation/short pleasure trip
- ☐ ₃ Convention/conference
- ☐ ₂ Personal (wedding, funeral, medical, etc.)
- ☐ ₄ Business/work

2. What source(s) of information did you use in planning your trip? *(Please mark all that apply.)*

- ☐ ₁ Internet
- ☐ ₄ Brochure/travel guide
- ☐ ₇ Friends/relatives/co-workers
- ☐ ₁₀ Other (specify):
- ☐ ₂ Newspaper/magazine
- ☐ ₅ TV/radio
- ☐ ₈ Local tourism bureau
-
- ☐ ₃ State Travel Office
- ☐ ₆ Airline/travel agency
- ☐ ₉ Visitor/welcome center

3. **While on this trip**, which of the following activities will members of your travel party participate in? *(Please mark all that apply.)*

General:

- ☐ ₁ Casino gaming
- ☐ ₂ Dining out
- ☐ ₃ Driving on designated scenic byways
- ☐ ₄ Nightlife/evening entertainment
- ☐ ₅ Sightseeing/driving for pleasure
- ☐ ₆ Taking in city sites
- ☐ ₇ Viewing fall colors

Attending:

- ☐ ₈ Classical music concerts
- ☐ ₉ Fairs or festivals
- ☐ ₁₀ Popular music concerts/shows
- ☐ ₁₁ Professional sporting events
- ☐ ₁₂ Amateur sporting events
- ☐ ₁₃ Theater performances
- ☐ ₁₄ Other events

Participating in:

- ☐ ₁₅ Biking
- ☐ ₁₆ Canoeing
- ☐ ₁₇ Golfing
- ☐ ₁₈ Fishing
- ☐ ₁₉ Hiking
- ☐ ₂₀ Motor boating/water skiing
- ☐ ₂₁ Off-road ATV driving
- ☐ ₂₂ Pool swimming
- ☐ ₂₃ Lake/river swimming
- ☐ ₂₄ Jet skiing
- ☐ ₂₅ Wildlife viewing/bird watching
- ☐ ₂₆ Hunting
- ☐ ₂₇ Cross-country skiing
- ☐ ₂₈ Downhill skiing/snowboarding
- ☐ ₂₉ Ice fishing
- ☐ ₃₀ Snowmobiling
- ☐ ₃₁ Other activity

Visiting:

- ☐ ₃₂ Amusement parks/carnivals
- ☐ ₃₃ Art museums
- ☐ ₃₄ Other museums
- ☐ ₃₅ Friends or relatives
- ☐ ₃₆ Historic sites
- ☐ ₃₇ Indian areas
- ☐ ₃₈ Indoor water parks
- ☐ ₃₉ Outdoor water parks
- ☐ ₄₀ State/national parks
- ☐ ₄₁ Other attraction

Shopping:

- ☐ ₄₂ For gifts or souvenirs
- ☐ ₄₃ Outlet shopping
- ☐ ₄₄ Arts, crafts, antiques
- ☐ ₄₅ At the Mall of America
- ☐ ₄₆ General/mall shopping

4. How many nights **in total** do you intend to stay in either this town or city or the immediate surrounding area on this trip? *(Please write in the boxes provided.)*

of Nights in total:

5. How many nights have you already spent in this area on this trip? *(Please write in the boxes provided.)*

of Nights already spent:

6. Are you staying overnight (either last night or tonight)...

In paid accommodations:

- ☐ ₁ At a hotel/motel/historic inn
- ☐ ₂ At a Bed and Breakfast
- ☐ ₃ At a vacation home/condo/cabin/houseboat you rented
- ☐ ₄ At a resort (cabin/other indoor unit)
- ☐ ₅ In an RV at a campground
- ☐ ₆ In a tent at a campground

In accommodations with no charge:

- ☐ ₇ At the home of family or friend
- ☐ ₈ At vacation home/condo/cabin/houseboat of a family or friend
- ☐ ₉ At your vacation home/condo/cabin/houseboat
- ☐ ₁₀ At a campground with no fee

7. **Not** including this trip, how many times in the **last 5 years** have you taken a pleasure trip in Minnesota?
- ☐ None

☐ 1

☐ 2 to 4

☐ 5 to 10

☐ More than 10
8. Including yourself, how many people are in your immediate travel party? *(Please do **not** include your entire group if traveling on an escorted group tour, on business, or attending a convention/conference.)*
- # in Immediate Travel Party:
9. How many of those people are...
- Younger than 6 yrs old

6-11 yrs old

12-17 yrs old

Adults
10. Please tell us the amount **you and your immediate travel party** spent during **the past 24 hours in this area** in each of the following categories listed below. A few examples for each category are provided. If you have just arrived in this area, please estimate your expenses for the next 24 hours.

Spending Category	Amount Spent
a. Lodging and Camping Accommodations (Fee FOR ONE NIGHT) <i>If you have not paid yet, estimate one night's cost.</i>	\$ <div><div></div><div></div><div></div><div></div></div> . <div><div>0</div><div>0</div></div>
b. Food and Beverages (meals, snacks, groceries, beer/wine/liquor "by the drink")	\$ <div><div></div><div></div><div></div><div></div></div> . <div><div>0</div><div>0</div></div>
c. Liquor Purchases (beer/wine/liquor "by the bottle")	\$ <div><div></div><div></div><div></div><div></div></div> . <div><div>0</div><div>0</div></div>
d. Sport Fees (outfitters, guides, gear rentals, greens fees, lift tickets)	\$ <div><div></div><div></div><div></div><div></div></div> . <div><div>0</div><div>0</div></div>
e. Events Admissions (sporting events, popular concerts, festivals)	\$ <div><div></div><div></div><div></div><div></div></div> . <div><div>0</div><div>0</div></div>
f. Cultural Performance Admissions (tickets for theater, opera, classical concerts, dance)	\$ <div><div></div><div></div><div></div><div></div></div> . <div><div>0</div><div>0</div></div>
g. Other Evening Entertainment (movies, clubs, lounges, etc.)	\$ <div><div></div><div></div><div></div><div></div></div> . <div><div>0</div><div>0</div></div>
h. Historic/Cultural Site Admissions (historic homes, sites, museums, exhibitions)	\$ <div><div></div><div></div><div></div><div></div></div> . <div><div>0</div><div>0</div></div>
i. Other Sightseeing/Attractions (tours, admissions)	\$ <div><div></div><div></div><div></div><div></div></div> . <div><div>0</div><div>0</div></div>
j. Shopping - Tourist (gifts, souvenirs, antiques, arts and crafts)	\$ <div><div></div><div></div><div></div><div></div></div> . <div><div>0</div><div>0</div></div>
k. Shopping - General (clothing, personal or household items)	\$ <div><div></div><div></div><div></div><div></div></div> . <div><div>0</div><div>0</div></div>
l. Ground Transportation (gasoline, parking, local bus, taxi, car rentals)	\$ <div><div></div><div></div><div></div><div></div></div> . <div><div>0</div><div>0</div></div>
m. Lottery Tickets (scratch-off tickets, Powerball, etc.)	\$ <div><div></div><div></div><div></div><div></div></div> . <div><div>0</div><div>0</div></div>
n. Gaming (gambling and legal betting activity)	\$ <div><div></div><div></div><div></div><div></div></div> . <div><div>0</div><div>0</div></div>
o. Licenses/Registrations/Permits (fishing, hunting, ATV, snowmobile, trail pass)	\$ <div><div></div><div></div><div></div><div></div></div> . <div><div>0</div><div>0</div></div>
p. All other, please explain: <div></div>	\$ <div><div></div><div></div><div></div><div></div></div> . <div><div>0</div><div>0</div></div>

Now, a few questions for classification purposes only:

11. What is your age, please?
-
12. What is your total annual household income before taxes?
- ☐ ₁ Less than \$25,000

☐ ₃ \$35,000 – \$49,999

☐ ₅ \$75,000 – \$99,999

☐ ₇ \$125,000 – \$149,999

☐ ₂ \$25,000 – \$34,999

☐ ₄ \$50,000 – \$74,999

☐ ₆ \$100,000 – \$124,999

☐ ₈ \$150,000 or more
13. Are you:
- ☐ ₁ Male

☐ ₂ Female
14. Are you: *(Please mark all that apply.)*
- ☐ ₁ American Indian

☐ ₂ Asian

☐ ₃ Black

☐ ₄ Hispanic

☐ ₅ White

☐ ₆ Other
15. Are you currently a resident of:
- ☐ ₁ United States

☐ ₂ Canada

☐ ₃ Another country
- Current Home Zip Code:

For validation purposes only, we will randomly contact participants to verify their answers. Results will not identify you with your answers and all answers will be reported in total. Your personal information will never be sold or used for marketing. Please provide us with the following information.

Name: Phone Number: ()